

JOB DESCRIPTION



Ribble Valley
Borough Council

www.ribblevalley.gov.uk

JOB TITLE: CRM and Web Development Officer

REFERENCE NO: RES253

SALARY SCALE: Scale 6 (scp 21-24) £32,115 to £34,314 per annum

HOURS OF WORK: 37 hours per week

POST NO: E49

SERVICE AREA: ICT

RESPONSIBLE TO: ICT Manager

RESPONSIBLE FOR: -

JOB PURPOSE: Control and development of the Council's internet, intranet and CRM system, and the regular running of processes on the local corporate computer systems.

KEY RESULT AREAS:

- Provide ICT administration and support for the council's internet and intranet sites.
- Lead on the development and enhancement of the council's internet and intranet sites, enhancing community engagement.
- Advise the ICT Manager on development work relating to the internet and intranet.
- To provide guidance and establish processes and procedures for officers on the publishing of information on the internet and intranet, and the provision of all relevant training on the publication of material.
- Provide advice and assistance to users in the implementation and day-to-day running of the Customer Relationship Management system throughout the authority.
- Provide first line diagnosis on the locally run Customer Relationship Management system within the authority.
- Assist the ICT Manager with Technical support for the authority's Intranet and Internet sites.
- Operational duties in the day-to-day running of the central computing equipment.

- Promote the use of the internet and intranet to officers and members, raise awareness of its benefits and maximise its effectiveness.
- Produce, monitor, analyse and distribute management information on the usage patterns of both the internet and intranet.
- Develop and maintain the use of electronic forms on the internet and intranet.
- Develop the use of social networking media where led by demand and relevant to service needs.
- To control the daily running of processes on the local corporate systems with regard to job submission, distribution of printed output and security.
- Administration of the centralised purchase and issue of ICT consumables.
- Administration of the centralised purchase of all ICT hardware and software.
- To be responsible for ensuring the data quality of all information related the duties of the post.
- To adhere to the Council's policies, including equal opportunities and health and safety.
- Such other duties of a similar responsibility level as may be allocated to the post from time to time.

Signed

Date

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Name (Print)

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PERSON SPECIFICATION

ESSENTIAL	DESIRABLE	TO BE IDENTIFIED BY
Qualifications		
Educated to GCSE level, with a good standard of numeracy and literacy, i.e. Maths and English at grade 4 (old grade C) or above.		Application Form/ Interview
Experience		
Experience of using computers, hardware and software.		Application Form/ Interview
Experience of content management systems.		Application Form/ Interview
Web content editing experience with HTML and CSS.		Application Form/ Interview
Extensive experience in the use of social networking media, including, but not exclusively, Facebook and Twitter.		Application Form/ Interview
	A good level of experience in a first line support/ICT helpdesk role.	Application Form/ Interview
	Experience in the use of the Jadu Content Management System.	Application Form/ Interview
	Experience in the development of Online E-Forms.	Application Form/ Interview
Skills/Knowledge		
Strong skills in handling web/online media.		Application Form/ Interview
	Knowledge of WCAG 2.1 and Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018.	Application Form/ Interview

ESSENTIAL	DESIRABLE	TO BE IDENTIFIED BY
Skills/Knowledge		
	Knowledge of W3C web standards.	Application Form/ Interview
	Strong customer facing skills.	Application Form/ Interview
	Knowledge of CRM systems, associated processes and workflow within Local Government.	Application Form/ Interview
Additional		
Good communication skills.		Application Form/ Interview
Ability to work on own initiative and as part of a team.		Application Form/ Interview
Ability to cope with pressure and prioritise work.		Application Form/ Interview
	Ability to present to groups of people.	Application Form/ Interview